

SCHOOL FOR PARENTS CONFERENCES FEB. 16

TO BE HELD IN CHICAGO

Biennial Midwest Meeting at Which Prominent Educators Will Speak; Of Interest Generally

A score of prominent educators and authorities on child training, from all parts of the country, will address the second biennial Mid-West Conference and School for Parents, to be held February 16, 17 and 18, under auspices of the Chicago Association for Child Study and Parent Education, at the Palmer House, Chicago.

Character development will be the central theme for the conference, and lectures and discussions will center around the question of the scientific up-building of character from infancy to adolescence. Speakers engaged for the three day program will show the relation and importance of discipline and guidance, the effect of the emotional life of child and parent, the influence of ideals, of handicraft, recreation and religion. Particular emphasis is to be placed on the question of religious education.

School for Parents Parents from all parts of the middle west are making reservations for the school for parents, showing their appreciation of the need for the scientific attitude on the part of mothers and fathers, if they hope to provide their children with proper environment for character development. Speaking of the necessity for this attitude on the part of parents, Mrs. S. T. Lawton, chairman of Chicago Association for Child Study stated:

"The old fashioned parents made the mistake of assuming that morality could be imposed on the child from without. We can force external obedience; but a genuine character is always the outcome of what the child himself wishes at heart to be. While it is the function of all parents to provide the child with proper stimulus to be truthful, honest, and virtuous, few parents are naturally endowed with the ability to transmit their own ideas of morals to their children. What parents should do is prepare themselves by study and knowledge of types and forms of childhood, to develop in their children a wish to make the best of themselves, of their social relations and of their talents. This is what we mean by preparing for character development. Among the local organizations co-operating with the Chicago Association for Child Study in their school for parents are: Elizabeth McCormick Memorial fund, Mothers' Aid of Chicago Lying-In hospital, Chicago Woman's aid, Union League club, Joint committee of Public School Affairs, University of Chicago, Chicago Church federation, Wieboldt Foundation, City Club of Chicago, Chicago Woman's club, and Women's City club.

Prominent Speakers Among the speakers will be: Dr. Mark A. May, department of education, Yale university; Dr. E. D. Starbuck, director of Institute of Character Research, University of Iowa; Dr. Florence Mateer, clinical psychologist, Columbus, Ohio; Dr. Bernard Glueck, New York; Dr. Herman Adler, director Institute for Juvenile Research, Chicago; Dr. William Kilpatrick, Columbia university; Jane Addams, Dr. A. Eustace Hayden, University of Chicago; Dr. Wm. Healy, Baker foundation, Boston, Dr. Harold Rugg, Lincoln School of Teachers college, New York.

Mrs. S. T. Lawton is chairman of the Chicago Association for Child Study, in charge of arrangements for the conference. Other officers of the association are Mrs. Harold B. Ickes, Mrs. Edward D. Lewenthal, Mrs. Alfred Alschuler, Mrs. W. W. Charters, Mrs. Charles P. Schwartz, Mrs. Adolph Schaar. Assisting in an advisory capacity are: Miss Grace Abbott, children's bureau, U. S. Department of Labor; Miss Edna Dear Baker, head of National Kindergarten college; Judge Mary Bartelme, Dr. Katherine Blunt, Dr. Herman Bussness, Dr. W. A. Evans, Dr. Morris Fishbein, Miss Julia Lathrop, Dr. Joseph B. DeLee, Dr. H. Douglas Singer, Dr. Isaac Abt, Dr. Charles H. Judd, Dr. Joseph Jastrow, Prof. John J. B. Morgan, Miss Flora Cooke.

SCHOOL PLATOON PLAN ADOPTED IN 34 CITIES

The platoon plan of school organization as a city-wide policy has been adopted by school systems of 34 cities in the United States. These cities, which are located in 15 different states, range in population from 2,500 to more than 100,000 and represent a total urban population of 6,000,000. In 22 of the cities every school is of the work-study-play or platoon type. In all 110 cities in 33 different states have one or more schools organized according to the platoon plan. These cities have a combined population of more than 17,000,000, says School Life.

The recipe for the President's breakfast sausage was not placed in the Congressional cook book and it is hinted they are heavy. But if it is a matter of indigestibility it ought to be easy to bar most of the Congressional Record.

WHY LONGFELLOW WAS GREAT POET

WROTE THINGS HE KNEW

Described and Idealized Humbler Phases of Life; Songs of Fireside and Fields Charmed Readers

Two eminent London literary critics have been debating the question of whether or not Henry W. Longfellow was a poet. One of the literary pundits asserts that Longfellow never wrote a line of poetry; the other defends Longfellow by saying that he was a primer-class poet whose jingles were within the comprehension of morons, and therefore of some use.

It would of course be indicative of weakness in a professional literary critic to admit that anything the masses comprehend could possess merit, satirically remarks George B. Lockwood in the National Republic. It recalls the character in a play in vogue some years ago—a genius possessing long hair and an afflatus, who declared of one of his poems that it must be very good, because he had never found anyone who understood what it was all about, nor could he find it himself.

"Not Always Highbrow" Really great literary productions are not those which only the elect pretend to comprehend, as part of a professional pose of superiority. Shakespeare in his own time was looked upon by the London literary critics as a sort of pot-boiler for his own theater, while they sounded the praises of pompous poets long since forgotten. It could not be that a playwright whose lines were within the comprehension of the vulgarians in the pit could be of literary consequence.

The great literary genius is not a mere juggler of words in vague patterns which can be understood only by experts in the art of divination. The world does not exist solely for the delectation of a few cloistered critics who dwell in the rarified air of Olympian heights. Their appreciation of a given work may be genuine or it may be mere affectation. Certainly such critics have always been lacking in discrimination as to the merit of contemporaneous literary output.

"Was Not Conventional" Henry W. Longfellow did not write of conventional literary themes, but for the most part of a land and a people he knew, and of emotions he actually felt. His "Evangeline" dealt with the wanderings not of seekers after the golden fleece in classic lands, but of a migration on a continent with which he was familiar. Poetry is the translation into words of uplifting thoughts or emotions, and if it be not spontaneous and sincere, it is nothing.

Greatest of all is the poet who is able to invest the commonplace with romance; to point out the neglected beauty of things near at hand. Longfellow's songs were of the fireside, of the fields and forests of his own land, of ordinary and universal instincts and emotions. They were spontaneous and unaffected; they were helpful to millions; they have lived and they will live, long after the self-constituted intelligentsia who debate over whether or not they are poetry have Westminster Abbey. Wrote Longfellow:

"Give me some humbler poet Whose songs gush from the heart."

For those who love cubist poetry written by rhymasters who strive for obscurity, and believe that the understandable is vulgar, that is about the sort of thing they would like. Poetry that has to be figured out with the aid of a table of logarithms ought to be produced so that there may be something for the literary critics to split hairs about, and prove their superiority by pretending to fathom it, but its value otherwise is quite as hard to understand as the poetry itself.

DEPARTMENT STORE IN TRUTHFUL ADVERTISING

Tries Plan With Success and Finds Populace Responds Liberally

By advertising and labeling merchandise for exactly its quality and worth, one of the biggest New York department stores has set a new fashion in business and has already found it profitable.

The store, according to the Woman's Home Companion, adopted for the Christmas shopping season a system of tagging goods by which the customer has the fullest information at sight. "This will not wear well," one of the tags employed told the customer. Another said, "This dress is fashionable but fragile." Other signs gave similar information which merchants heretofore have attempted to conceal from the customer.

"As many articles are now sold for smartness rather than for durability," continues the magazine article, "the store has already found that the new tags have increased rather than retarded sales and the advantage derived from increased confidence of the public is expected to fully justify the daring new business system."

SAYS ROMANCE CAUSE OF MOTOR INVENTION

Ole Evinrude, inventor of the outboard motor for small craft and now millionaire manufacturer of his product in Milwaukee, credits his entire success to a youthful romance, he declared in an interview with The American Magazine.

In the first place, he says, he would never have thought of a portable engine for a row boat if he had not rowed five miles through the broiling July sun one day at a picnic to satisfy Bess Cary's craving for ice cream. On that day he threatened to invent such a motor and two years later he did so with huge success. In the next place the girl voluntarily assumed the task of writing his letters and keeping his books when he started his first venture of building horseless carriages, thus furnishing a talent in which he was entirely lacking. Thirdly, he married Bess Cary, and she has since been business manager of his factory in all its stages of development. "Just a perfect partnership," he declared.

Evinrude was born in Norway and at the age of sixteen came to America and served a hard apprenticeship in all branches of mechanics. He was among the first to build a portable motor suitable for propelling vehicles and it seemed that he was destined to success, but unfortunate partnerships finally sent him back to his trade of pattern making. He then married, only to have illness fall upon both himself and his young wife. During his illness he evolved the motor boat and it became a success. Concerned for his wife's health, however, Evinrude sold out his business and agreed to stay out for five years. In the meantime he designed a still more efficient outboard motor and today his great factory is turning out thousands of them yearly in Milwaukee.

Mrs. Evinrude, restored to health, is still manager of the business.

NO MUD SLINGING IN REPUBLICAN CAMPAIGN

Candidates for President Not Indulging in Criticism of Opponents

That the contest for the Republican Presidential nomination is a real one is not to be denied. But it should be a matter of satisfaction to the Republican Party that as a whole to date there is no hint of any change yet to come and the rivalries are being conducted in a fair, open and aboveboard manner. Neither by pen nor voice has any one of the candidates published anything which could be construed as a reflection on a rival. The men who have entered the field have held to the conclusion gratifying to all: that success can only be secured by the plain discussion of their own plans and programs, and not by attempting to discredit the efforts of their opponents.

The Democrats, hovering around in the hope that in the heat of the contest some one of the candidates may open an attack and thus furnish ammunition which will later be available in the campaign, are going to be distinctly disappointed. There has been some attempted sniping at Hoover, Lowden, Dawes and others, but

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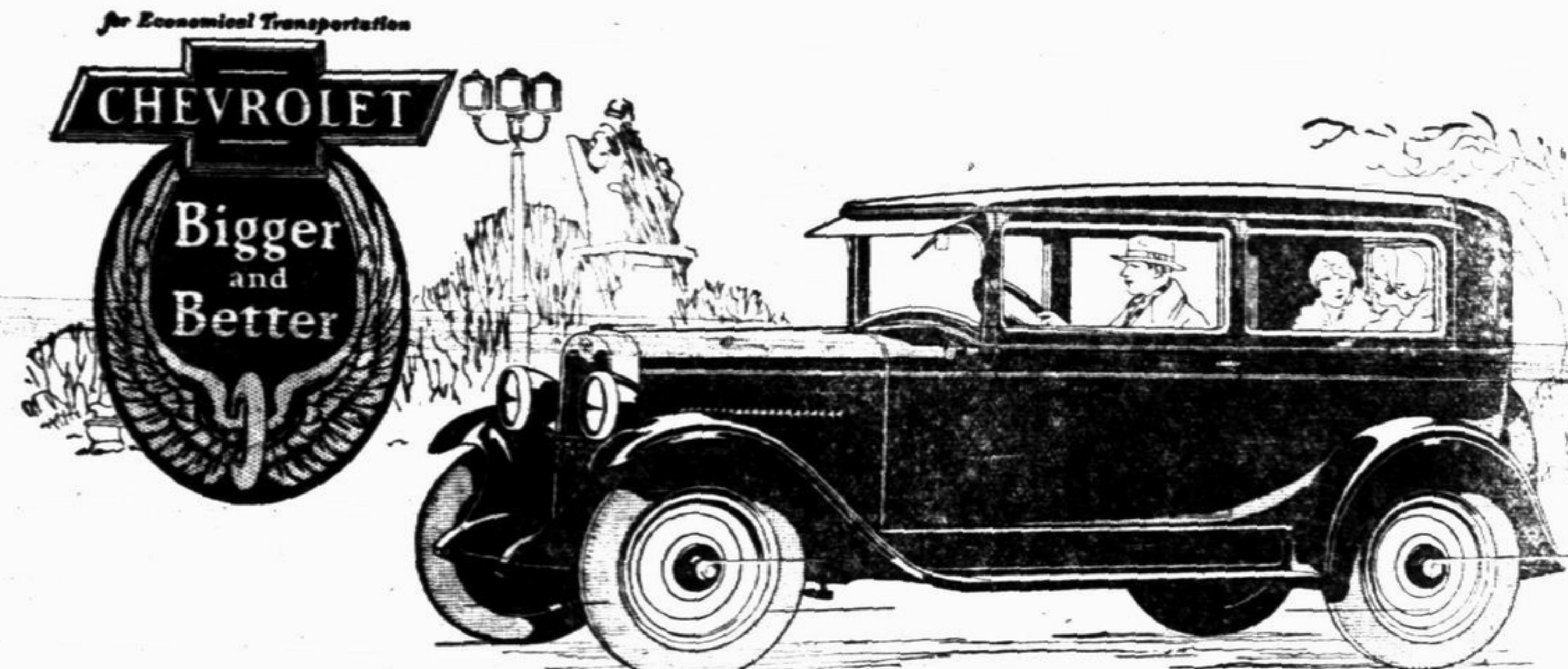
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his has originated entirely with guerrilla warriors, and because of the source from which it has come and its absolute lack of authority, it has been discounted even as it was uttered. Electric generating stations in Illinois have a capacity equal to the simultaneous operation of an electric washing machine, iron, vacuum cleaner, fan, refrigerator, radio set and seven 60-watt lamps in every dwelling in the state.

George Wickersham is quoted as saying at a recent dinner of the League of National Non-Partisan association that the proposal "that we have the greatest navy in the world is an appalling thing to come from the people of the United States." It sure is. Any expressed desire to have the greatest navy in the world can only come properly from the people of Great Britain. Any of our good internationalists will tell you that much.

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